

# Memorandum



**Date:** February 5, 2008

**To:** Honorable Chairman Bruno A. Barreiro  
and Members, Board of County Commissioners

Agenda Item No. 9(A)(30)(A)

**From:** George M. Burgess  
County Manager

**Subject:** Resolution Authorizing an agreement with the American Red Cross to have them  
serve as fiscal agent for 2008 Emergency Preparedness & Hurricane Expo

## **Recommendation**

It is recommended that the Board approve the resolution authorizing an agreement between the American Red Cross of Greater Miami and the Keys and Miami-Dade County in which the American Red Cross agrees to serve as the fiscal agent for the 2008 Emergency Preparedness & Hurricane Expo.

## **Scope**

The Expo is taking place at the Miami Beach Convention Center in District 5 on May 17-18, 2008. This is the first time Miami-Dade County has co-sponsored an event with the American Red Cross.

## **Fiscal Impact/Funding Source**

Funding for the Expo will be secured through private sponsorships, vendor/exhibitor booth sales, and if needed, approved general revenue funds from the Department of Emergency Management & Homeland Security (DEM&HS) budget. The general revenue for this project was originally intended to print the *Miami-Dade Now* hurricane preparedness guides. However, grant funds have been secured to finance the printing of the guides and the use of general revenue funds for the 2008 Emergency Preparedness & Hurricane Expo is within the permitted budgeted use of those funds. General revenue will only be used if necessary and will not exceed \$45,000.

The American Red Cross has agreed to hold any net proceeds from the Expo in escrow for use in the 2009 Emergency Preparedness & Hurricane Expo.

## **Track Record/Monitor**

The Department of Emergency Management and Homeland Security is designated to serve as the contract manager for the agreement.

## **Background**

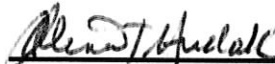
Miami-Dade County has been spared a direct hit by a hurricane for two consecutive years. The Expo will remind all Miami-Dade residents and visitors about the need to be prepared for hurricane season. Expo admission will be free and all government partners will be welcome to participate.

The American Red Cross has secured commitments from a Miami Beach Convention Center-recommended logistics coordinator to handle specific issues regarding the use of the convention center and to coordinate with a large locally based community bank that is interested in co-sponsoring the Expo and with a local consultant who would handle the sale of sponsorships and exhibitor/booth space.

The American Red Cross will serve as the private partner for the event. It will be responsible for receiving all revenue and paying any Expo-related expenses. Non-government organizations such as the Miami Beach Chamber of Commerce, Greater Miami Convention and Visitors Bureau, the City of Miami Beach Office of Tourism, Greater Miami Chamber of Commerce, The Miami Herald and CBS-4/ Neighbors 4 Neighbors have agreed to assist with the marketing and promotion of the event, as well as securing event sponsors. Non-profit organizations such as Hands on Miami will provide volunteers on the days of the event

Booth pricing will be available to mom-and-pop businesses at a discounted rate to encourage widespread community participation. Booth space is also being offered to local municipalities at no cost to display their respective public safety agencies and or distribute hurricane preparedness materials specific to their municipalities.

This agreement shall be effective from the date signed and shall remain in effect for two (2) years unless sooner terminated by either party. Either Miami-Dade County or the American Red Cross may request that the agreement be extended for two (2) additional two-year periods. Termination of this agreement requires 60 days advance written notice to the other party's signing official.



Assistant County Manager

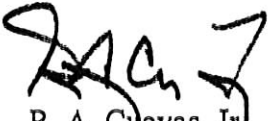


# MEMORANDUM

(Revised)

TO: Honorable Chairman Bruno A. Barreiro  
and Members, Board of County Commissioners

DATE: February 5, 2008

FROM:   
R. A. Cuevas, Jr.  
County Attorney

SUBJECT: Agenda Item No. 9(A) (30) (A)

Please note any items checked.

- ☐ "4-Day Rule" ("3-Day Rule" for committees) applicable if raised
- ☐ 6 weeks required between first reading and public hearing
- ☐ 4 weeks notification to municipal officials required prior to public hearing
- ☐ Decreases revenues or increases expenditures without balancing budget
- ☐ Budget required
- ☐ Statement of fiscal impact required
- ☐ Bid waiver requiring County Manager's written recommendation
- ☐ Ordinance creating a new board requires detailed County Manager's report for public hearing
- ☐ Housekeeping item (no policy decision required)
- ☐ No committee review

Approved \_\_\_\_\_ Mayor  
Veto \_\_\_\_\_  
Override \_\_\_\_\_

Agenda Item No. 9(A) (30) (A)  
02-05-08

RESOLUTION NO. \_\_\_\_\_

RESOLUTION AUTHORIZING THE EXECUTION OF  
AN AGREEMENT BETWEEN AMERICAN RED  
CROSS OF GREATER MIAMI AND THE KEYS AND  
MIAMI-DADE COUNTY TO PROVIDE ASSISTANCE  
IN ORGANIZING AND STAGING THE 2008  
HURRICANE PREPAREDNESS EXPO AND EXPOS IN  
SUCCEEDING YEARS IN AN AMOUNT NOT TO  
EXCEED \$45,000 AND AUTHORIZING THE COUNTY  
MAYOR TO EXERCISE ANY NEEDED  
AMENDMENTS OR EXTENSIONS PROVIDED IN THE  
AGREEMENT

**WHEREAS**, this Board desires to accomplish the purposes outlined in the  
accompanying memorandum, a copy of which is incorporated herein by reference.,

**NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY  
COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA**, the Board authorizes  
the Mayor or his designee to execute the attached agreement between the American Red  
Cross of Greater Miami and the Keys and Miami-Dade County and to exercise any  
cancellations, amendments or extensions provided in the Agreement with the approval of  
the County Attorney's Office.

The foregoing resolution was offered by Commissioner  
who moved its adoption. The motion was seconded by Commissioner  
and upon being put to a vote, the vote was as follows:

Bruno A. Barreiro, Chairman	
Barbara J. Jordan, Vice-Chairwoman	
Jose "Pepe" Diaz	Audrey M. Edmonson
Carlos A. Gimenez	Sally A. Heyman
Joe A. Martinez	Dennis C. Moss
Dorrin D. Rolle	Natacha Seijas
Katy Sorenson	Rebeca Sosa
Sen. Javier D. Souto	

The Chairperson thereupon declared the resolution duly passed and adopted this 5th day of February, 2008. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA  
BY ITS BOARD OF COUNTY  
COMMISSIONERS

HARVEY RUVIN, CLERK

By: \_\_\_\_\_  
Deputy Clerk

Approved by County Attorney as  
to form and legal sufficiency. \_\_\_\_\_

Eric A. Rodriguez

# MEMORANDUM



**DATE:** Dec. 18, 2007

**TO:** Alina T. Hudak  
Assistant County Manager

**FROM:** C. Douglas Bass, Director   
Miami-Dade Emergency Management & Homeland Security

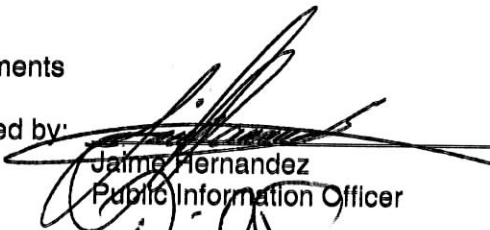
**SUBJECT:** Memorandum of Understanding with the American Red Cross

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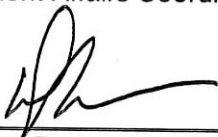
Attached for your review and approval is a Memorandum of Understanding (MOU) between the American Red Cross and Miami-Dade County and accompanying resolution for placement on the Jan. 17, 2008 Health and Public Safety Committee meeting agenda.


HL/cs

Attachments

Prepared by:   
Jaime Hernandez  
Public Information Officer

  
David Perez  
Government Affairs Coordinator

Reviewed by:   
C. Douglas Bass, Director  
Director of Emergency Management  
and Homeland Security

  
Eric Rodriguez  
Assistant County Attorney

**AGREEMENT BY AND BETWEEN  
MIAMI-DADE COUNTY AND  
AMERICAN RED CROSS**

THIS AGREEMENT is entered into this 28<sup>th</sup> day of December, 2007 by and between the American Red Cross of Greater Miami and the Keys in Miami, Florida (hereinafter referred to as American Red Cross; and Miami-Dade County located in Miami, Florida (hereinafter referred to as Miami-Dade County).

WITNESSETH

WHEREAS, Miami-Dade County has not been hit by a hurricane in more than two years, and residents and visitors need to be reminded to prepare for hurricane season; and

WHEREAS, American Red Cross and Miami-Dade County intend to cooperate in organizing the 2008 Emergency Preparedness & Hurricane Expo ("the Expo") to be held at the Miami Beach Convention Center on May 17 and 18, 2008; and

Now, Therefore, for and in consideration of the premises and mutual covenants and agreement herein contained, American Red Cross and Miami-Dade County agree as follows:


1. American Red Cross will serve as the fiscal agent for the Expo, meaning it will be responsible for receiving all monies associated with the Expo and using those monies to pay any and all expenses associated with the Expo.
2. All expenses for the Expo must be approved in advance in writing by both the American Red Cross and Miami-Dade County. Unapproved expenses shall not be paid. Approved expenses will be appropriately invoiced and the revenues from the Expo shall be used to pay the approved expenses in a commercially appropriate and reasonable manner with sign offs by the American Red Cross only in the amounts that are approved by both parties. If after all available sources of revenue from the Expo have been used to pay approved expenses for the Expo, there are additional expenses (i.e., "a shortfall"), such shortfall shall be addressed as set forth in paragraph 3.
3. In the event of a shortfall, the Department of Emergency Management and Homeland Security will use its funds as necessary to cover a shortfall in an amount not to exceed \$45,000 and only for appropriate and reasonable expenses necessary for the Expo ("Maximum County Contribution"). To the extent there are expenses remaining after the County's Maximum County Contribution has been paid out, the American Red Cross shall be fully responsible for any remaining expenses. After payment of the Maximum County Contribution, the County disclaims any liability therefore and it is understood that the County bears no further responsibility and any claim therefore is barred by sovereign immunity.
4. To the extent there is additional revenue after all approved expenses have been paid and there is no shortfall ("Excess Revenue"), the American Red Cross will hold any Excess Revenue from the Expo, including the sale of

booths/exhibits, sponsorships and other Expo-related funds, for use during the organization of the Expo in the following year and this procedure shall continue from year to year for all years in which this Agreement is in force.

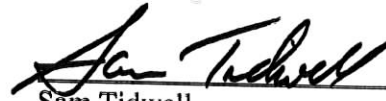
5. This Agreement shall be effective from the date upon which the Agreement is fully executed and shall remain in effect for two (2) years unless sooner terminated by either party. The Agreement may be extended for two (2) additional two-year periods if both parties agree in writing. Termination of this Agreement requires 60-days advance written notice to the other party's signing official.
6. IN WITNESS WHEREOF, American Red Cross and Miami-Dade County have caused this Agreement to be executed by duly authorized representatives.

AMERICAN RED CROSS OF  
GREATER MIAMI AND THE KEYS,  
MIAMI, FLORIDA

Witness:

  
\_\_\_\_\_

By:

  
\_\_\_\_\_  
Sam Tidwell  
Chief Executive Officer  
Date Signed: 12/28/07

MIAMI-DADE COUNTY, FLORIDA

Witness:

\_\_\_\_\_

By:

\_\_\_\_\_  
Mayor Carlos Alvarez  
Date Signed: \_\_\_\_\_